

TIME: 4:59

DATE: MON.

SPONSOR: BLUE BIRD SPORT SHOP

SOLICITOR: NE

SIGNS OF SPRING ARE EVERYWHERE. BICYCLES ARE OUT OF WINTER QUARTERS, CROCUSES NOD IN BACK OF DEWEY HOUSE, AND BARE KNEES ARE DEFINITELY THE TREND. TOSS THOSE SKI-PANTS AND GRUBBY OLD BLUE JEANS AWAY. YOU ^{ll} WANT A ~~new~~ NEW PAIR OF BERMUDA SHORTS. AND THE BLUE BIRD SPORT ~~SHOP~~ ON GREEN STREET HAS A COLLECTION THAT'S BRIGHT, GAY AND INEXPENSIVE. WOOL AND ORLON--THE NEW WASHABLE FABRIC AND COTTON CORD--THE OLD FAVORITE, ARE DEFINITELY IN SEASON. PLAIDS, CHECKS AND SOLID COLORS OFFER A WIDE VARIETY OF CHOICE. NAME YOUR PRICE-- THE SHORTS SELL FOR \$3.95 UP TO 7.95. SHIRTS OF OXFORD AND BROADCLOTH COME IN MATCHING COLORS--THEY'RE REASONABLE TOO. THE BLUE BIRD ~~SAYS~~: WHEN SPRING FEVER STRIKES--BE PREPARED--BE A WELL DRESSED CONVALESCENT.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

3/1/54 - *Dolly Parkhouse*
3/22/54 *Nancy Sarbone*

